



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Calhoun, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Southern Satellites	20.0%	Population	112,845	114,377
Midland Crowd	11.4%	Households	47,050	48,256
Heartland Communities	9.0%	Families	32,099	32,559
Rooted Rural	8.3%	Median Age	39.6	41.2
Modest Income Homes	6.3%	Median Household Income	\$37,303	\$40,952

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	54	\$1,446.04	\$68,036,399
Men's	54	\$266.67	\$12,546,777
Women's	52	\$484.75	\$22,807,478
Children's	62	\$256.58	\$12,072,178
Footwear	45	\$217.45	\$10,230,895
Watches & Jewelry	62	\$137.22	\$6,456,151
Apparel Products and Services ¹	66	\$83.38	\$3,922,920
Computer			
Computers and Hardware for Home Use	62	\$130.90	\$6,158,882
Software and Accessories for Home Use	59	\$17.10	\$804,508
Entertainment & Recreation	68	\$2,513.82	\$118,275,097
Fees and Admissions	58	\$357.46	\$16,818,540
Membership Fees for Clubs ²	61	\$100.66	\$4,736,075
Fees for Participant Sports, excl. Trips	57	\$65.35	\$3,074,737
Admission to Movie/Theatre/Opera/Ballet	57	\$84.68	\$3,984,003
Admission to Sporting Events, excl. Trips	58	\$35.56	\$1,673,117
Fees for Recreational Lessons	56	\$70.86	\$3,333,986
Dating Services	59	\$0.35	\$16,622
TV/Video/Sound Equipment	66	\$950.57	\$44,724,354
Community Antenna or Cable TV	71	\$520.16	\$24,473,583
Televisions	60	\$177.55	\$8,353,719
VCRs, Video Cameras, and DVD Players	67	\$22.40	\$1,053,926
Video Cassettes and DVDs	66	\$43.15	\$2,030,304
Video Game Hardware and Software	65	\$23.41	\$1,101,261
Satellite Dishes	79	\$0.88	\$41,377
Rental of Video Cassettes and DVDs	66	\$33.46	\$1,574,080
Streaming/Downloaded Video	53	\$0.43	\$20,046
Sound Equipment ³	59	\$125.30	\$5,895,442
Rental and Repair of TV/Radio/Sound Equipment	66	\$3.84	\$180,616
Pets	76	\$335.08	\$15,765,698
Toys and Games	68	\$100.94	\$4,749,004
Recreational Vehicles and Fees ⁴	83	\$361.96	\$17,030,161
Sports/Recreation/Exercise Equipment ⁵	63	\$135.46	\$6,373,436
Photo Equipment and Supplies ⁶	66	\$84.04	\$3,954,066
Reading ⁷	65	\$188.31	\$8,859,838
Food	67	\$5,570.55	\$262,094,448
Food at Home	68	\$3,313.45	\$155,897,980
Bakery and Cereal Products	68	\$461.38	\$21,707,795
Meat, Poultry, Fish, and Eggs	68	\$836.43	\$39,353,892
Dairy Products	68	\$378.65	\$17,815,376
Fruit and Vegetables	65	\$536.30	\$25,232,954
Snacks and Other Food at Home ⁸	69	\$1,100.70	\$51,787,963
Food Away from Home	66	\$2,257.10	\$106,196,468
Alcoholic Beverages	61	\$364.07	\$17,129,531
Nonalcoholic Beverages at Home	70	\$309.26	\$14,550,540



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Calhoun, AL

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	54	\$549.38	\$25,848,095
Vehicle Loans	72	\$4,177.92	\$196,571,290
Health			
Nonprescription Drugs	76	\$86.35	\$4,062,894
Prescription Drugs	79	\$448.01	\$21,079,082
Eyeglasses and Contact Lenses	71	\$54.35	\$2,557,129
Home			
Mortgage Payment and Basics ⁹	60	\$5,505.67	\$259,041,768
Maintenance and Remodeling Services	59	\$1,215.12	\$57,171,375
Maintenance and Remodeling Materials ¹⁰	74	\$305.73	\$14,384,487
Utilities, Fuel, and Public Services	71	\$3,249.49	\$152,888,533
Household Furnishings and Equipment			
Household Textiles ¹¹	64	\$89.10	\$4,192,350
Furniture	59	\$390.52	\$18,373,947
Floor Coverings	61	\$59.59	\$2,803,823
Major Appliances ¹²	68	\$205.78	\$9,681,924
Housewares ¹³	60	\$57.32	\$2,696,690
Small Appliances	68	\$23.89	\$1,124,168
Luggage	57	\$5.70	\$268,396
Telephones and Accessories	55	\$23.99	\$1,128,738
Household Operations			
Child Care	59	\$241.42	\$11,359,034
Lawn and Garden ¹⁴	70	\$297.25	\$13,985,415
Moving/Storage/Freight Express	62	\$32.29	\$1,519,234
Housekeeping Supplies ¹⁵	70	\$533.43	\$25,098,100
Insurance			
Owners and Renters Insurance	73	\$357.54	\$16,822,033
Vehicle Insurance	68	\$954.84	\$44,925,051
Life/Other Insurance	72	\$412.23	\$19,395,603
Health Insurance	73	\$1,484.23	\$69,832,974
Personal Care Products ¹⁶	67	\$290.16	\$13,652,240
School Books and Supplies ¹⁷	67	\$78.52	\$3,694,360
Smoking Products	79	\$357.46	\$16,818,280
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	69	\$3,563.60	\$167,667,332
Gasoline and Motor Oil	73	\$1,834.83	\$86,328,734
Vehicle Maintenance and Repairs	67	\$662.40	\$31,165,753
Travel			
Airline Fares	56	\$231.92	\$10,911,650
Lodging on Trips	62	\$263.59	\$12,401,935
Auto/Truck/Van Rental on Trips	53	\$20.81	\$979,094
Food and Drink on Trips	63	\$294.03	\$13,833,930

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Calhoun, AL

¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.